

**YESMILANO**

**VOICE  
OF MILANO**

# TO TONE OF VOICE

## 1. Tone of Voice

YesMilano is the voice of a contemporary city that bears the responsibility of a long history

The voice should always be consistent.  
Our text should be clear, useful, friendly and appropriate.

## 1. Tone of Voice

The voice defines the personality  
of the city brand.

YesMilano has to **inform, entertain**  
and **inspire** through simple and easy  
to understand messages.

## 1. Tone of Voice

YesMilano is  
the local guide to Milano.  
It should be for **everybody**.

YesMilano should take the point of view of the citizen, the tourist and the end user.

Our goal is to encourage new people to discover the city.

We should always be informative:

what is obvious for a local may be new for a tourist.

## 1. Tone of Voice

**Inform first,**  
then engage if you can.

The voice of YesMilano can be witty and humorous (never take yourself too seriously), but we should always prioritize good information before entertainment.

## 1. Tone of Voice

Adapt the tone of voice  
to the **medium**.

Some of them are more formal (website, blog, press release)  
while others can be more conversational.

## 1. Tone of Voice

**Talk to people,**  
they love to feel considered.

Use the second person singular when you talk to people to build a one-to-one rapport and make everybody understand who the messages are for.



## 2. Language

YesMilano speaks mainly  
**(British) English and Italian**

The goal is to communicate to an international audience,  
so we speak English at every opportunity we can.  
Additional languages will be considered, when appropriate.

### 3. Hierarchy

## **Catch users' attention**

Some of them will read everything,  
others will just skim.

Help readers with hierarchy, writing the most important things in headers and sub-headers. Divide ideas into paragraphs. Guide people to the important places in our city including the address of the places you're mentioning or the geolocation data.

### 3. Hierarchy

HERE YOU CAN GIVE SOME CONTEXT

Subtitle

# This is very important.

Head

This is to explain why it is important,  
or why it matters to you.

Subhead

The first paragraph is a very important place to give all the information about the fact. If the title and the subtitle aren't very good, only a few people will make it to the first paragraph.

Body

## 4. Advices

# YesMilano.it

## A few advices

When writing for the YesMilano website, follow the general Tone of Voice indications.

### **A website is the most serious place on the internet**

The YesMilano blog is read by everybody. There's no need to be formal, but keep in mind that the content is aimed to a general audience.

### **Be concise and relevant**

If you can, sum up the core message of the article in the first paragraph. Use the remaining space to go deeper into the topic. Use headings to clarify the content if the text is long.

### **Link it**

If the topic is better explained in other parts of the [YesMilano.it](http://YesMilano.it) website, or in other parts of the internet, just link it!

### **An image is worth a thousand words**

Use images to explain the topic.

## 4. Advices

# YesMilano social Advice

YesMilano is active on social media with the account @visit\_milano on Instagram and with the page YesMilano on Facebook. Social media can be a great way to interact with people.

### **Keep it short**

Some platforms (like Twitter) have a character limit (280). Facebook and Instagram don't, but anyway try to limit your text to one or two sentences. To write shorter, simplify your ideas or use abbreviations, but avoid slang.

### **Be as casual as you feel**

You can be friendly and informal, and even use emojis if you want (don't over use them). Always stick to correct grammar and punctuation (don't abuse exclamation marks).

### **Engage**

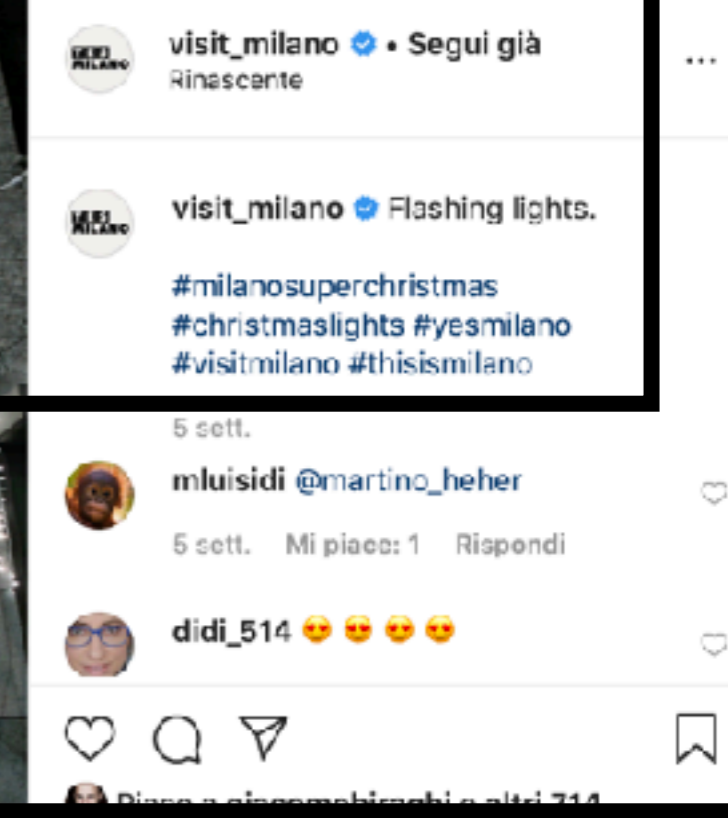
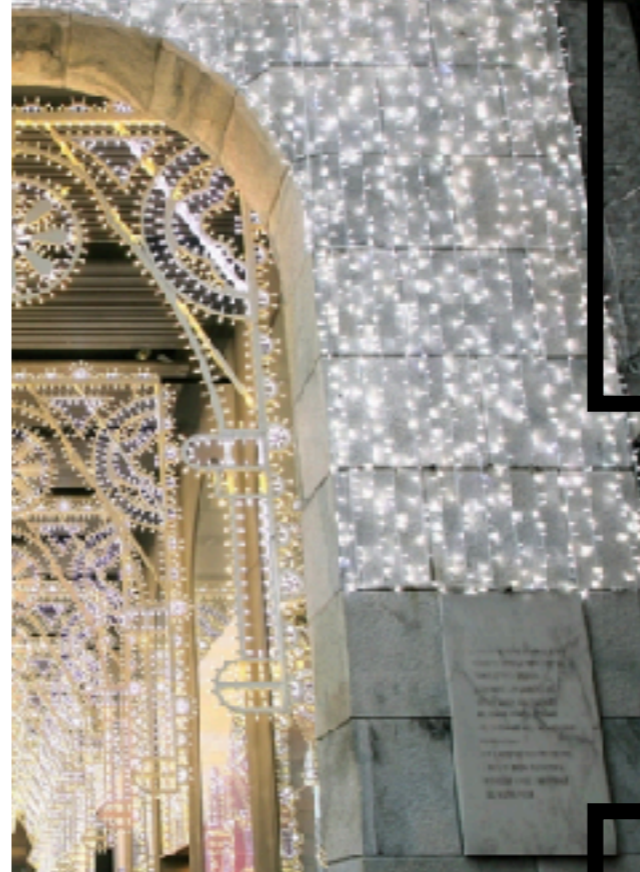
It's good practice to mention other users when talking about them in posts and stories. On Instagram describe your posts with the relevant hashtags.

## 4. Advices

\*INTERNAL GUIDE  
NOT TO BE PUBLISHED

“Flashing lights” does not give any information about what we’re seeing. A local will surely recognize La Rinascente and Corso Vittorio Emanuele, but a visitor would not get why this image is special.

This is better: the caption “Let the music flow” is accompanied by a good, informative description of what is happening on stage



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